IT ISN'T MAGIC
SEARCH ENGINE OPTIMIZATION
WIN
THE SEARCH ENGINE RACE
GETTING SOCIAL
JEFF PURCELL
KEYWORD STRATEGIES

WHO AM I?
What my friends think I do
What my parents think I do
What clients think I do
What society thinks I do
What I think I do
What I really do

WHAT I DO
WEB DESIGN
Designing websites professionally since 2001. I've been self-employed since 2008.
WORDPRESS DEVELOPMENT
The web's most popular publishing software. My number one weapon of choice for creating websites.
PAY PER CLICK MARKETING
I've been managing pay per click accounts for local and national businesses since 2005. Google Adwords Certified Individual.
SEO
Provide proper search engine optimization services with an emphasis on improving your bottom line.
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INLANDSOLUTIONS.NET
Phone: (208) 743-5797 | Email: jeff@inlandsolutions.net

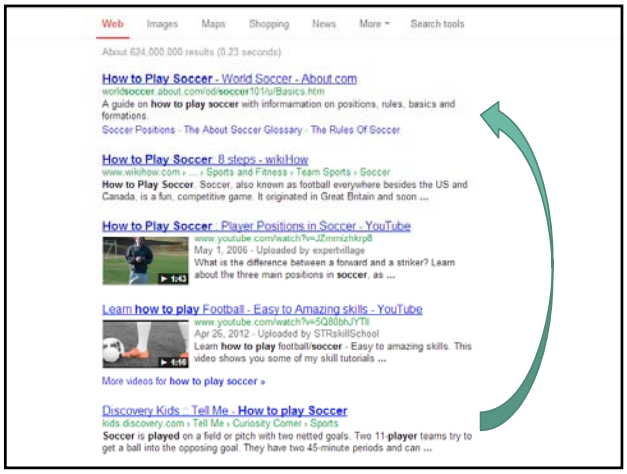
DISCLAIMER

RESULTS NOT GUARANTEED

SEARCH ENGINE OPTIMIZATION

S-E-WHAT?

Optimizing your website to (hopefully) raise your position in search results.


Web
Images
Maps
Shopping
News
More
Search tools
About 624,000,000 results (0.23 seconds)
How to Play Soccer - World Soccer - About.com
worldsoccer.about.com/od/soccer101/u/Basics.htm
A guide on how to play soccer with information on positions, rules, basics and formations.
Soccer Positions - The About Soccer Glossary - The Rules Of Soccer
How to Play Soccer: 8 steps - wikiHow
www.wikihow.com › ... › Sports and Fitness › Team Sports › Soccer
How to Play Soccer. Soccer, also known as football everywhere besides the US and Canada, is a fun, competitive game. It originated in Great Britain and soon ...
How to Play Soccer - Player Positions in Soccer - YouTube
www.youtube.com/watch?v=JZmmizhkrp8
May 1, 2006 - Uploaded by expertvillage
What is the difference between a forward and a striker? Learn about the three main positions in soccer, as ...
Learn how to play Football - Easy to Amazing skills - YouTube
www.youtube.com/watch?v=5Q80bhJYTII
Apr 26, 2012 - Uploaded by STRskillSchool
Learn how to play football/soccer - Easy to amazing skills. This video shows you some of my skill tutorials ...
More videos for how to play soccer »
Discovery Kids - Tell Me - How to play Soccer
kids.discovery.com › Tell Me › Curiosity Corner › Sports
Soccer is played on a field or pitch with two netted goals. Two 11-player teams try to get a ball into the opposing goal. They have two 45-minute periods and can ...

WHY YOU SHOULD CARE
1st Place
53%
First organic result receives 53% of the clicks.
2nd Place
15%
Second organic result receives 15% of the clicks.
3rd Place
9%
Third organic result receives 9% of the clicks.
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#1 "TRICK" TO "WINNING"
blog!
REGULAR
RELEVANT
CONTENT
(aka start blogging)
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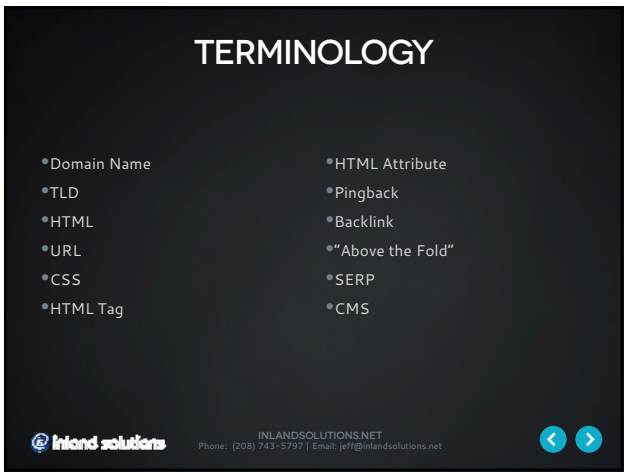
TERMINOLOGY
Domain Name
TLD
HTML
URL
CSS
HTML Tag
HTML Attribute
Pingback
Backlink
"Above the Fold"
SERP
CMS
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TERMINOLOGY

PINGBACK

TERMINOLOGY

PINGBACK

One Response to "Utley Hitting Streak"

GoTeamsGo Sports Fan Forum Says:
July 27th, 2006 at 3:45 am e

Chase Utley Hitting Streak

Philadelphia Phillies second baseman Chase Utley pushed his hitting streak to 26 games in Wednesday night's win over the [url=http://www.goteamsgo.com/forum/arizona-diamondbacks/]Dbacks[/url].

[url...

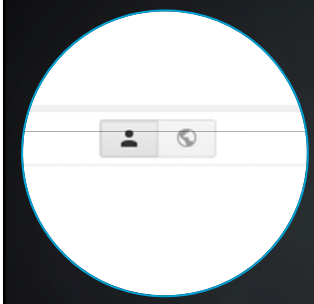
TERMINOLOGY

HTML TAGS & ATTRIBUTES

```
<h1>My Day at the Beach</h1>
<a href="http://stillingsandembry.com">Flower Store</a>
<img src="images/soccer-ball.jpg">
```

GOOGLE IS A LIAR

NOT REALLY



If you are logged in to your Google account, they may be showing you results tailored to you based on:

- Your search history
- Your location
- Your language
- Your social connections via Google Plus.

WE NEED A PLAN

THE BEST LAID PLANS....

COMMERCIAL INTENT

LOW HANGING FRUIT

- Big Screen TV
- LCD TV
- Vizio

- What big screen tv is best?
- Vizio E291-A1 Reviews
- Vizio E468 vs. Samsung LN46E550

- Samsung LN46E550 price
- Samsung LN46E550 coupon
- Samsung LN46E550 free shipping

COMMERCIAL INTENT

PEOPLE LOOKING TO BUY

Search terms with words:

- "Buy"
- "Free Shipping"
- Specific model numbers
- "For sale"

KEYWORD DISCOVERY TOOLS

Google Adwords External Keyword Tool

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
lewiston idaho real estate	Medium	1,900	1,600
homes for sale in maryland	High	135,000	110,000
homes for sale boise idaho	High	5,400	5,400
lewiston idaho realtors	Low	320	320
houses for sale in pa	High	246,000	246,000
houses for sale in california	High	450,000	450,000
big homes for sale	High	27,100	18,100
lewiston idaho houses for sale	High	720	720
house for sale in florida	High	368,000	301,000
lewiston idaho	Low	90,500	90,500
mls listings	Medium	550,000	301,000
lewiston idaho real estate listings	High	36	36
real estate lewiston id	Medium	1,600	1,600
homes for sale in lewiston idaho	High	880	880

KEYWORD DISCOVERY TOOLS

WORDTRACKER FREE KEYWORD TOOL

Do more with our full Keywords tool. Try a risk free trial for 7 days! Why take the trial?

real estate lewiston idaho Search

include adult words

Keyword (5)		Searches (20)	Competition (IAAT)	KEI	KEI3
1	lewiston idaho real estate	12			
2	real estate for sale on red pheasant road lewiston idaho	2			
3	real estate lewiston idaho	2			
4	real estate in lewiston idaho	2			
5	real estate listings in lewiston idaho	2			

Tons more free tools at http://tools.seobook.com/keyword-tools/

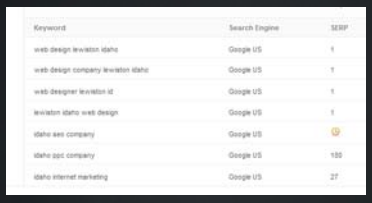
TRACKING OUR PROGRESS

Google Webmaster Tools

Google Analytics

SERP TRACKING

SerpFox.com



TYPES OF SEO

ON-PAGE OPTIMIZATION

Elements within our website that we can directly alter to (hopefully) increase our ranking.

OFF-PAGE OPTIMIZATION

Optimization strategies outside of your website's design such as link building with authoritative sites with relevant content.

ON-PAGE OPTIMIZATION

LINKS – LIFE BLOOD OF THE INTERNET

Lewiston Flower Store

ON-PAGE OPTIMIZATION

File Naming

<img src="images/DSC6845.jpg">

Or

<img src="images/bouquet-of-red-roses.jpg">

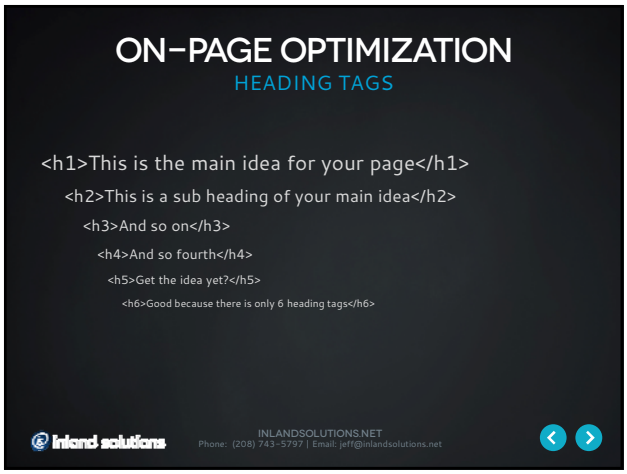
ON-PAGE OPTIMIZATION

Image Alt Attributes

<img src="images/bouquet-of-red-roses.jpg">

Or

<img src="images/bouquet-of-red-roses.jpg" alt="A beauftiful bouquet of red roses">


ON-PAGE OPTIMIZATION
HEADING TAGS
<h1>This is the main idea for your page</h1>
<h2>This is a sub heading of your main idea</h2>
<h3>And so on</h3>
<h4>And so fourth</h4>
<h5>Get the idea yet?</h5>
<h6>Good because there is only 6 heading tags</h6>
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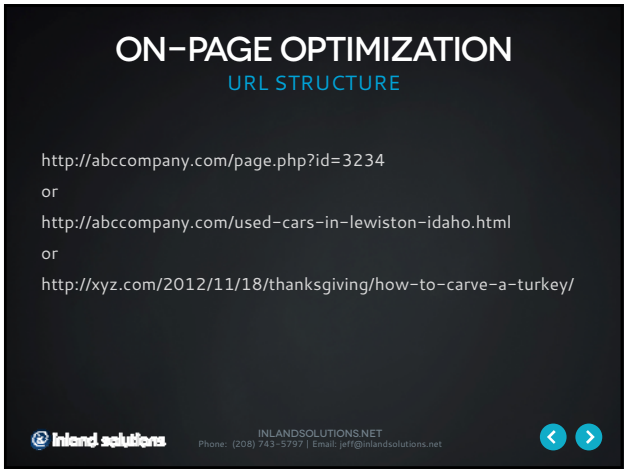
ON-PAGE OPTIMIZATION
URL STRUCTURE
http://abccompany.com/page.php?id=3234
or
http://abccompany.com/used-cars-in-lewiston-idaho.html
or
http://xyz.com/2012/11/18/thanksgiving/how-to-carve-a-turkey/
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ON-PAGE OPTIMIZATION
PAGE TITLES
Relevant keywords at the front of the Title
Good: Rainbow Colored Candy Canes – Candy Cane Heaven
Bad: Candy Canes – Candy Cane Heaven
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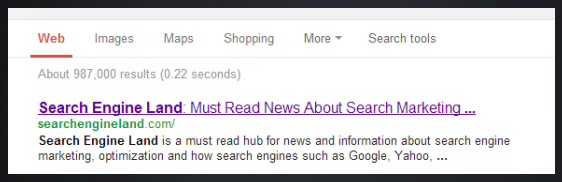
ON-PAGE OPTIMIZATION

Meta Description & Keywords Tags

Not considered for search ranking but used as description in search results.


Web
Images
Maps
Shopping
More
Search tools
About 987,000 results (0.22 seconds)
Search Engine Land: Must Read News About Search Marketing ...
searchengineland.com/
Search Engine Land is a must read hub for news and information about search engine marketing, optimization and how search engines such as Google, Yahoo, ...

ON-PAGE OPTIMIZATION

Backlinking

Terms used to link to internal pages on your site:

Free Window Washing Quote

OFF-PAGE OPTIMIZATION

Link Building

Links are what make the Internet awesome!

Relevancy is what counts!

Quality over quantity.

OFF-PAGE OPTIMIZATION

Link Building

Things to consider:

What site is linking to you.

What link text used in their link.

Don't just link to your home page!

Paid link services are usually too good to be true.

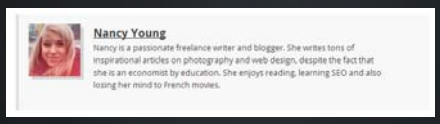
Stay away from link directories.

OFF-PAGE OPTIMIZATION

Guest Blogging

Builds a highly relevant link to your site.

Positions you as an expert in your field.


Nancy Young
Nancy is a passionate freelance writer and blogger. She writes tons of inspirational articles on photography and web design, despite the fact that she is an economist by education. She enjoys reading, learning SEO and also losing her mind to French movies.

OFF-PAGE OPTIMIZATION

Guest Blogging

Things to consider:

Relevancy is key.

More time involved, but link will be there for a long time.

OFF-PAGE OPTIMIZATION

Community Involvement

Forums and Q&A Sites:

Place a link in your signature.

Quality not Quantity.

OFF-PAGE OPTIMIZATION

Local Listings

OFF-PAGE OPTIMIZATION

Local Listings

Things to consider

Avoid paid inclusion and upgrades.

OFF-PAGE OPTIMIZATION

Video Sharing Sites

Video description is the key

Include a relevant description and link to relevant page.

OFF-PAGE OPTIMIZATION

Video Sharing Sites

Things to consider

Content is what matters.

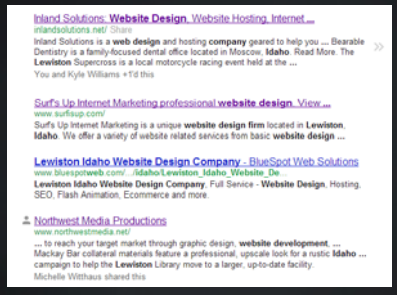
Doesn't need to be professionally done.

Old TV commercials can work in a pinch.

OFF-PAGE OPTIMIZATION

Social Engagement

I searched for "Web Design Company in Lewiston Idaho"


Inland Solutions: Website Design, Website Hosting, Internet ...
inlandsolutions.net/ Share
Inland Solutions is a web design and hosting company geared to help you ... Bearable Dentistry is a family-focused dental office located in Moscow, Idaho. Read More. The Lewiston Supercross is a local motorcycle racing event held at the ...
You and Kyle Williams +1'd this
Surf's Up Internet Marketing professional website design, View ...
www.surfsup.com/
Surf's Up Internet Marketing is a unique website design firm located in Lewiston, Idaho. We offer a variety of website related services from basic website design ...
Lewiston Idaho Website Design Company - BlueSpot Web Solutions
www.bluespotweb.com/.../idaho/Lewiston_Idaho_Website_De...
Lewiston Idaho Website Design Company, Full Service - Website Design, Hosting, SEO, Flash Animation, Ecommerce and more.
Northwest Media Productions
www.northwestmedia.net/
... to reach your target market through graphic design, website development, ... Mackay Bar collateral materials feature a professional, upscale look for a rustic Idaho ... campaign to help the Lewiston Library move to a larger, up-to-date facility.
Michelle Witthaus shared this

OFF-PAGE OPTIMIZATION

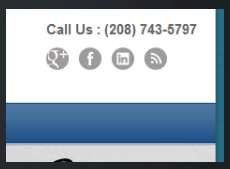
Social Engagement

Things to consider

Link your website to all of your social accounts.

Push all blog content to each network.

Actually use the networks.



OFF-PAGE OPTIMIZATION

Press Releases

Not as powerful as they used to be

PRWeb
i-Newswire
Media Syndicate
SBWire
1888 PressRelease
PUBLISH YOUR STORY TO THE WORLD

DO'S AND DONT'S OF SEO

DO:

Write Engaging Content

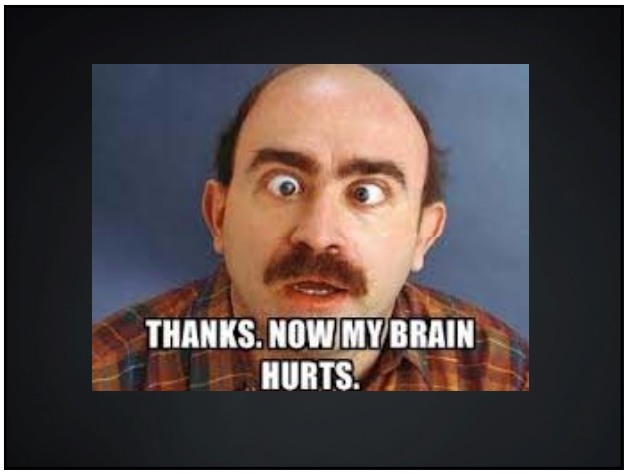
Share Your Content With Others

DON'T:

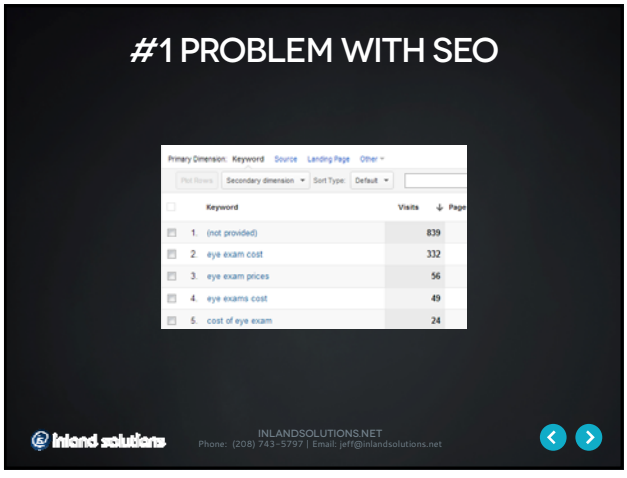
Buy Links

Keyword Stuff

Spam Your Content


THANKS. NOW MY BRAIN HURTS.

PAID
SEARCH
GOOGLE
ADWORDS


#1 PROBLEM WITH SEO
Primary Dimension: Keyword Source Landing Page Other
Secondary dimension
Sort Type: Default
Keyword
Visits
Page
1. (not provided) 839
2. eye exam cost 332
3. eye exam prices 56
4. eye exams cost 49
5. cost of eye exam 24
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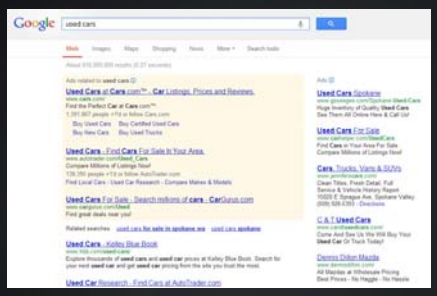
WHAT IS PAID SEARCH?



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WHY YOU SHOULD CARE

☹ LIKE IT OR NOT ☹

85.2%

High Commercial Intent Keywords

85.2% of space above the fold is dedicated to paid ads.

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DO PEOPLE CLICK ADS?

64.6%

Sponsored results account for 64.6% of clicks on high commercial intent keyword searches.

45.5% of searchers can't identify paid ads on SERPs.

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PROS AND CONS

PROS	CONS
Instant feedback	It costs money ☹
Much less time intensive	Can be complicated
Relevancy is rewarded	Requires upkeep
Test assumptions	IT COSTS MONEY!!!!
You determine the budget	

PPC IN A NUTSHELL

5 STEPS TO PAID TRAFFIC

1. Determine the keywords you want to bid on.
2. Pick a page on your website that is most relevant to the keyword.
3. Write a relevant advertisement and determine how much you are willing to pay for each visitor.
4. Google throws you into the Ad Auction and determines the ranking order for ads for that search term.
5. Ads are displayed to the searcher, you pay if you get clicked on.

WHAT DETERMINES MY RANK?

QUALITY SCORE

- Google rates your ad's click-through-rate (CTR), relevance and landing page, then assigns a numeric value 1-10. This is called your Quality Score.
- Your Quality Score x Your Max Bid = Ad Rank.
- The higher your Ad Rank, the higher your place in paid search results.

WHAT DETERMINES MY RANK?

QUALITY SCORE & AD RANK

HOW MUCH DO I PAY?

GREAT QUESTION

The ad rank of the person below you / your quality score + $0.01

Yes, really + $0.01.

HOW MUCH DO I PAY?

GREAT QUESTION

TRACKING WHAT WORKS

PUT YOUR MONEY TO WORK

Different Types of Conversions

- Sales
- Contact / Lead Generation Form Submissions
- Phone Calls
- Downloads
- ???

CONVERSIONS

Clicks	Impr.	CTR	Conv. (1-per-click)
470	30,043	1.56%	21
142	5,483	2.59%	12
91	4,307	2.11%	4
39	4,763	0.82%	2

CONVERSIONS

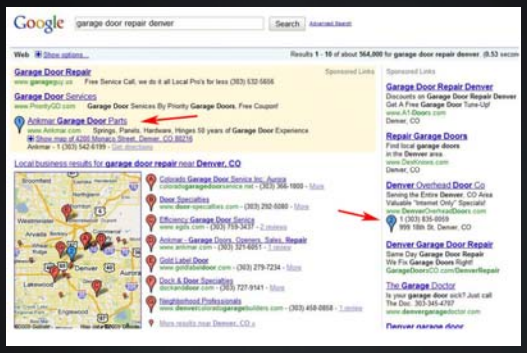
GOOGLE ANALYTICS

	Source / Medium	Revenue	% Revenue
1.	google / cpc	$2,684.50	44.89%
2.	(direct) / (none)	$1,557.00	26.03%
3.	yahoo / organic	$972.00	16.25%
4.	mail.aol.com / referral	$525.00	8.78%
5.	google / organic	$142.00	2.37%
6.	msxml.excite.com / referral	$37.00	0.62%
7.	aol / organic	$36.00	0.60%
8.	us-mg6.mail.yahoo.com / referral	$27.00	0.45%

TARGETING SEARCHERS

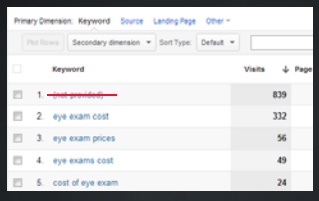
Target By:
- Country
- Metropolitan Area
- City
- Zip Code Radius
- Custom Region

LOCAL TARGETING



NOT A PROBLEM ANYMORE

ADWORDS REPORT IN ANALYTICS



ADWORDS EXPRESS

There's An Easy Button

CONCLUSION

SEO:

- All about the content.
- Becoming more time consuming & expensive.

PPC:

- More costly upfront.
- Cost can decrease over time.
- Effective method for location based search.